

The Rise of Rotterdam

'The Rise of Rotterdam' is the experience that takes visitors of the Euromast on a journey through the story of Rotterdam and the Euromast itself. It is a multisensory experience that informs, inspires and stimulates all senses.

The projection is divided into two parts: 'Rotterdam risen from the water' and 'A Colourful Panorama'. In the first part, visitors travel back in time to when Rotterdam once originated. They literally become part of the story. In the second part, visitors are taken on a fast journey to today's Rotterdam: international, diverse and architecturally bold. The light, colour, skyline and perspective prepare visitors just before they go to the top of the Euromast.

Bruns worked together with NorthernLight, Ata Tech, YIPP and Woodwork to bring 'The Rise of Rotterdam' to life. Different techniques were combined and integrated into the furniture. Especially notable is the column in the centre of the room. Instead of being a challenge in the space, it has been cleverly turned into a key feature of the projection!

Authority

Euromast Horeca B.V.
Parkhaven 20
3016 GM Rotterdam
The Netherlands

Destination

Brand Experience

Project director

John Bootsman

Design

NorthernLight
Capital C - Office 5F
Weesperplein 4B
1018 XA Amsterdam
T 020 535 3737
The Netherlands

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